



Consumer studies students conduct a survey on consumer behaviour. (At Guelph, 1977)



Marketing management students Nicole Yada and Bruce Sargent work on a project. (August 2011)

Celebrating Five Years

THE COLLEGE OF MANAGEMENT AND ECONOMICS will celebrate its fifth anniversary this year as the youngest college at U of G, but its roots go back several decades. Established in 2006, CME became the new home of the Department of Economics, the Department of Marketing and Consumer Studies, and the School of Hospitality and Tourism Management. In 2007, the Department of Business was created and joined CME.

CME's departments have been associated with various colleges over the years, including the Macdonald Institute, which was founded in 1903 and became the College of Family and Consumer Studies in 1969, and the Wellington College of Arts and Science, established in 1964.

For more information about CME's fifth anniversary gala celebration at Cutten Fields on Nov. 3, visit www.cme.uoguelph.ca.

Chocolate Milk Beats High-Tech Competition

A TEAM OF GUELPH students placed first at the Ontario Centres of Excellence Discovery Connections Competition in May. Their innovative food product, a low-sugar chocolate milk with no added sodium, beat high-tech submissions from colleges and universities across the province.

Students in Prof. Melanie Lang's fourth-year course, Interdisciplinary Product Development, are assigned to develop a new product that helps solve a consumer, market or social issue.

"For many primary school students, chocolate milk is the only source of milk these students get, and that concerns parents who worry about the amount of sugar in chocolate milk," says Lang, Marketing and Consumer Studies.

Now in its seventh year, the course gives students the opportunity to participate in research, develop a business plan, and present their ideas to industry representatives and potential investors.

"It's a very entrepreneurial course," says Lang. "We're pushing students outside their comfort zone."

The chocolate milk team, consisting of students Michael Lanteigne, accounting; Eric Martin, agricultural business; and Aneta Rybak, food science, was among 15 teams that were chosen from 350 to compete at the finals.

New Accounting Major Adds Up

WHEN CME LAUNCHED ITS new accounting major in 2010, the program was so popular, almost 800 students applied for 80 first-year spots. Due to increased demand, more than 130 students were admitted this fall, reflecting the quality of the applicant pool.

“Our accounting program has quickly developed a reputation for the high quality of instruction,” says Dean Julia Christensen Hughes. “Our faculty all have accounting designations and practical business experience, as well as academic credentials, and they care a great deal about their students.

“We have also received generous donations from CMA Ontario and the CGA of Ontario, which have helped us to keep class sizes in check. All of this has translated into a high-quality and innovative learning environment for our students.”

All required courses are currently available for students who want to qualify to be a CMA. For students wanting to pursue a CGA or CA designation, all required courses will be available by 2012.

“These are all well-recognized designations,” says interim Department of Business chair Fred Pries. “We have students working towards all of them.”

He adds that the program is designed to offer what he calls “accounting plus.” Students can choose electives in a secondary area of expertise. Options include a disciplinary focus, such as leadership, human resource management and finance; or an industry perspective, such as real estate, hospitality and public management.

Five Years of Success



Dean Julia Christensen Hughes

AS WE APPROACH CME’s fifth anniversary, I want to express my profound thanks to CME alumni, students, staff, faculty and advisory board members who have contributed so much to our success. The stories in this newsletter profile recent accomplishments. Other CME highlights from the past year include:

- ranking second among Canadian business schools in the *Globe and Mail* student satisfaction survey (among mid-sized universities)
- ranking second among Canadian business schools by *Corporate Knights* for our commitment to sustainable commerce (among mid-sized universities)
- welcoming a record 795 B.Comm. students in fall 2011 (despite increasing our math entrance requirements)
- growth in our Leadership Certificate and MA (Leadership) programs
- introducing a new certificate in business for non-B.Comm. students
- attracting more than \$2 million in research support
- raising more than \$1.3 million as part of The BetterPlanet Project
- changing the name of the Department of Economics to the Department of Economics and Finance
- sponsoring Food Day Canada and the Good Food Innovation Awards.

For more on our accomplishments, visit www.cme.uoguelph.ca.

Without your collective support, this impressive list would not have been possible. I hope to see you at our anniversary celebration!

DEAN JULIA CHRISTENSEN HUGHES

Gift Launches Course



From left: teaching assistants Heather Scrannage, Josh Leyte-Jammu and Erin Campbell

CME IS OFFERING A NEW management course this fall, thanks to a generous \$500,000 gift from CME alumna Anne Lockie, chair of the CME advisory board, and her husband, Fred Promoli, BA '70. The 1.0 credit course, MGMT 1000: Introduction to Management, will admit almost 800 first-year bachelor of commerce students, who will be divided into smaller seminar groups of around 35.

“Having a first-year course that provides an integrated view of business and develops critical learning skills is essential to helping students make a successful transition to university,” says Dean Julia Christensen Hughes.

Lockie and Promoli’s gift was used to hire a “transformational learning” instructor, Prof. Trent Tucker, who will develop engaging learning activities and assess the effectiveness of the course. Senior-level students will serve as undergraduate teaching assistants (TAs). “This course is as much our own as it is the professor’s,” says Josh Leyte-Jammu, a fourth-year economics and finance student.

The TAs will facilitate the seminars, which will engage students in problem-based learning, debates and presentations. They will also serve as role models for younger students. “They need someone to help them through the transition from high school,” says Erin Campbell, a fourth-year commerce student.

The course will help students develop communication, critical thinking and teamwork skills, which they can use both inside and outside the classroom. “Every course I take has some form of teamwork,” says Heather Scrannage, a fifth-year real estate student.

CME Explores New Certificate Programs

STUDENTS INTERESTED IN tailoring their degrees to suit their future career path will soon be able to choose from a variety of certificates, including the new certificate in business, which was approved by U of G’s Senate in June.

“The certificate in business is an added value to the University’s undergraduate offerings,” says Sylvain Charlebois, associate dean, academic (research and graduate studies). The certificate is available to open learners and students who are not in the bachelor of commerce program.

“The idea of the certificate in business is to help students become more organizational savvy,” says Dean Julia Christensen Hughes. “It’s for students who aren’t familiar with basic business concepts, such as economics, marketing, accounting, human resource management and leadership. It’s a great way to help prepare students for their first professional jobs.”

CME is also pursuing certificates in the following areas:

- entrepreneurship and innovation
- global business
- sustainable business management.

Charlebois says these certificates will help students become better global citizens. CME already offers a certificate in leadership, which is available to students across the University and open learners.



Lee Piccoli

KEEP IN TOUCH

Alumni News: To share your stories, contact Jacqueline Watty, alumni advancement manager, at Ext. 54703, or jroberts@uoguelph.ca.

To advance your career with our MBA or MA (Leadership) programs, contact Patti Lago, manager, executive programs, at 1-888-622-2474, or plago@uoguelph.ca.

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Building a Foundation for Success

LEE PICCOLI COULDN'T WAIT to graduate from U of G and start his own business. While his fellow classmates were applying for jobs, he left a few credits shy of graduation in 1997 to follow his dream. It was a risky decision, but it paid off for Piccoli, who is now the president of Fusion Homes, a house-building company that topped \$50 million in sales this year.

Even as a high school student, Piccoli had entrepreneurial ambitions. "It was something that was always inside me," he says. But real estate wasn't his first choice of ventures. He looked into information technology and children's cosmetics before setting his sights on home building.

"The neat thing about building homes is seeing the fruits of your labour," he says. "You take a raw piece of land, and it really is a blank canvas. To have the opportunity to take that blank canvas and design a community is tremendously satisfying."

Piccoli started Fusion Homes with a partner who was already building custom homes. After buying out his partner in 2003, he grew the business brick by brick into a company that now employs almost 60 people. Fusion Homes built its first development in the south end of Guelph, followed by sites in London, Tillsonburg and Kitchener.

When scoping out locations for new developments, Piccoli doesn't let first impressions disguise a diamond in the rough. "Before I buy a piece of property, I always walk the land," he says. "That's when I try to envision what this is going to look like when it's complete."

Designing environmentally-friendly homes is important to Piccoli. Fusion homes exceed Ontario Building Code standards and use energy-efficient materials. "As I evolve in my career, I get more of that desire to give back," he says. The company also gives back to local community groups like Habitat for Humanity.

One of the challenges of starting your own business is doing everything yourself, says Piccoli, but that's where his five years at Guelph came into play. As an economics student, he took courses in accounting, finance and management, which gave him the skills he needed to build his business from the ground up. "I felt like I came out of that program really well-rounded," he says. "That well-roundedness has really helped me in business."

Upcoming Events

Sept. 24: Homecoming

Oct. 22: Grad Preview Day

Nov. 3: CME's Fifth Anniversary Gala Celebration at Cutten Fields